

Message Text

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PAGE 01 STOCKH 01879 071145Z

46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W
----- 090271

R 071035Z APR 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 7267
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 1879

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: HEALTH CARE EXHIBITION PROMOTION

1. STC HAS SO FAR RECEIVED NOTIFICATION THAT 12 PARTICIPANTS IN SUBJECT SHOW SEEK REPRESENTATION IN ALL FOUR NORIC COUNTRIES.
2. INFORMATION KITS CONTAINING MDF'S AND PRODUCT LITERATURE FROM COMPANIES SEEKING REPRESENTATION SHOULD REACH NORDIC CA'S AT LEAST ONE MONTH BEFORE EXHIBITION, I.E. APRIL 17, FOR THEM TO DEVELOP INTEREST AMONG BUSINESSMEN IN THEIR COUNTRIES. STC SHOULD THEREFORE MAIL KITS CIRCA APRIL 14.
3. STC HAS RECEIVED MDF'S FROM ONLY 6 OF SAID 12 HARTICIPANTS AND AWAITS FROM ZORBEX, SURGICAL MECHANICAL RESEARCH, SEARLE, DIAGNOSTIC ISOTOPES, CUSTOM SYSTEMS, CAROLINA MEDICAL, AND OHIO STATE.
4. STC HAS RECEIVED 15 COPIES OF PRODUCT LITERATU
E FROM
H.G. FISCHER, 25 COPIES FROM I.E. INDUSTRIES. THE OTHER
10 PARTICIPATNS SEEKING REPRESENTATION HAVE FORWARDED MAXIMUM
2 COPIES, 7 OF THEM HAVE FORWARDED NONE.

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5. PRE-SHOW PRESS CONFERENCE IS SCHEDULED FOR APRIL 13.
PROSPECTS OF OBTAINING EXTENSIVE PRE-SHOW TRADE
PRESS COVERAGE PROBABLY REDUCED BY ABSENCE OF PRODUCT
LITERATURE FOR DISTRIBUTION TO PRESS. NORDIC REPFIND
CAMPAIGN ALSO MAY BE IMAPIRED.

6. OIM HELP IN EXPEDITING IMMEDIATELY PRODUCT LITERATURE
FROM PARTICIPANTS IS APPRECIATED.
JOHNSON

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NNN

Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Unique ID: 00
Drafter: n/a
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Margaret P. Grafeld
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